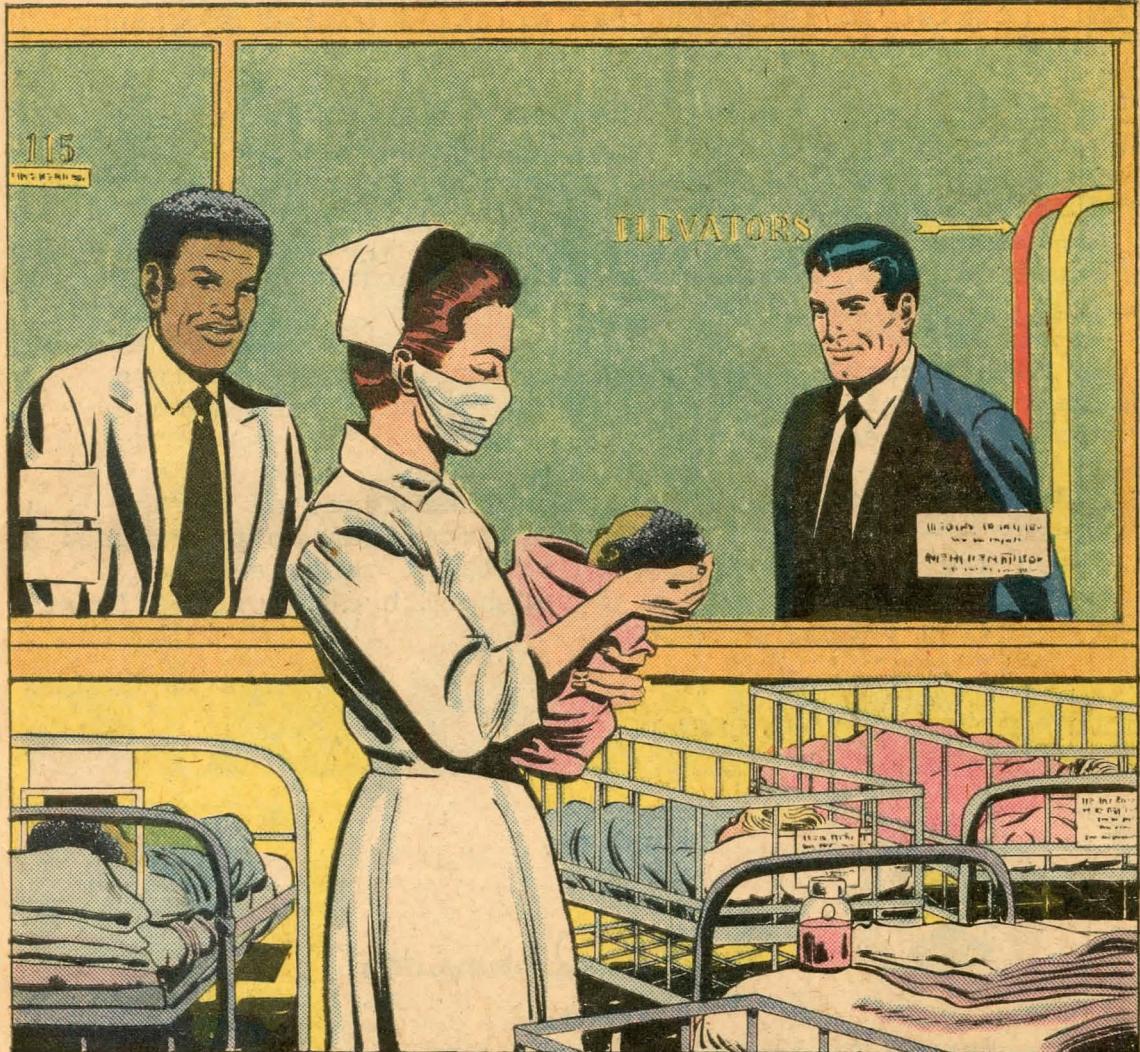


REX MORGAN, M.D.

TALKS...



...ABOUT YOUR
UNBORN CHILD!



**Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms**

Dear Reader:

The Bureau of Alcohol, Tobacco and Firearms is sponsoring this booklet to tell you that drinking during pregnancy can threaten the health of unborn children.

The unborn child gets its nourishment from the mother. What she eats or drinks, the infant shares -- including alcoholic beverages. Research has shown that women who drink heavily during pregnancy risk giving birth to infants who suffer from a variety of physical and/or mental defects, a condition known generally as "Fetal Alcohol Syndrome."

How much alcohol does it take to trigger defects in a developing infant? No one knows for sure, and more research is needed.

We do know that -- unlike some other types of birth defects -- the Fetal Alcohol Syndrome can be prevented. If you are pregnant, get good prenatal care, and get advice from your doctor or other health care professional on drinking during pregnancy.

THINK FIRST OF YOUR UNBORN CHILD!

Sincerely,



Director

Bureau of Alcohol, Tobacco and Firearms



AT CITY HOSPITAL, DR. REX MORGAN STOPS BY THE NURSERY WITH A RESIDENT PHYSICIAN TO SEE A NEWBORN, JUST HOURS OLD...

SHE'S A BEAUTY,
DR. BALLARD! HAVE
YOU NAMED HER YET?

WE NAMED
HER SUZANNE.
JEAN AND I HAD
A PACT! IF IT
WERE A BOY, SHE'D
SELECT THE NAME!
IF IT WERE A
GIRL, I WOULD!

IT'S NOT THE
SEX OF THE BABY
THAT'S IMPORTANT
BUT THE FACT
THAT SHE'S
ALERT AND
HEALTHY!

RIGHT! AND I'M
REAL PROUD OF MY
WIFE FOR TAKING
SUCH GOOD CARE
OF HERSELF FROM
THE MOMENT WE
PLANNED TO
HAVE A CHILD!

IN ADDITION
TO WATCHING
HER DIET, SHE
CHOSE TO QUIT
SMOKING AND
DRINKING
ALCOHOLIC
BEVERAGES!

AND YOU
ENCOURAGED
HER! TOO MANY
PEOPLE DON'T
REALIZE THAT
A CHILD'S ENTIRE
FUTURE CAN BE
DETERMINED IN
THOSE NINE
MONTHS BEFORE
BIRTH!

MEANWHILE...

I'M SORRY BUT
DR. MORGAN IS
NOT IN THE
OFFICE! MAY
I HELP
YOU?

THIS IS KEN
LAMSON, MISS
GALE! MY WIFE
CUT HER HAND--
AND IT'S BLEEDING
PRETTY BAD! SHE'S
GOT TO SEE A
DOCTOR!

TAKE HER TO THE EMERGENCY ROOM AT CITY HOSPITAL! I'LL HAVE DR. MORGAN MEET YOU THERE!



EXCUSE ME, DR. MORGAN! YOUR OFFICE CALLED! A KEN LAMSON IS BRINGING HIS WIFE INTO EMERGENCY... A BADLY LACERATED HAND!

THANK YOU!



I'LL FINISH ROUNDS HERE, DR. BALLARD! WOULD YOU MIND GOING DOWN TO EMERGENCY AND TAKING A LOOK AT MRS. LAMSON WHEN SHE ARRIVES?

WILL DO... AND I'LL CALL YOU AFTER I'VE CHECKED HER!



WE'RE ALMOST AT THE HOSPITAL, LINDA! DON'T UNWRAP THAT TOWEL FROM YOUR HAND!

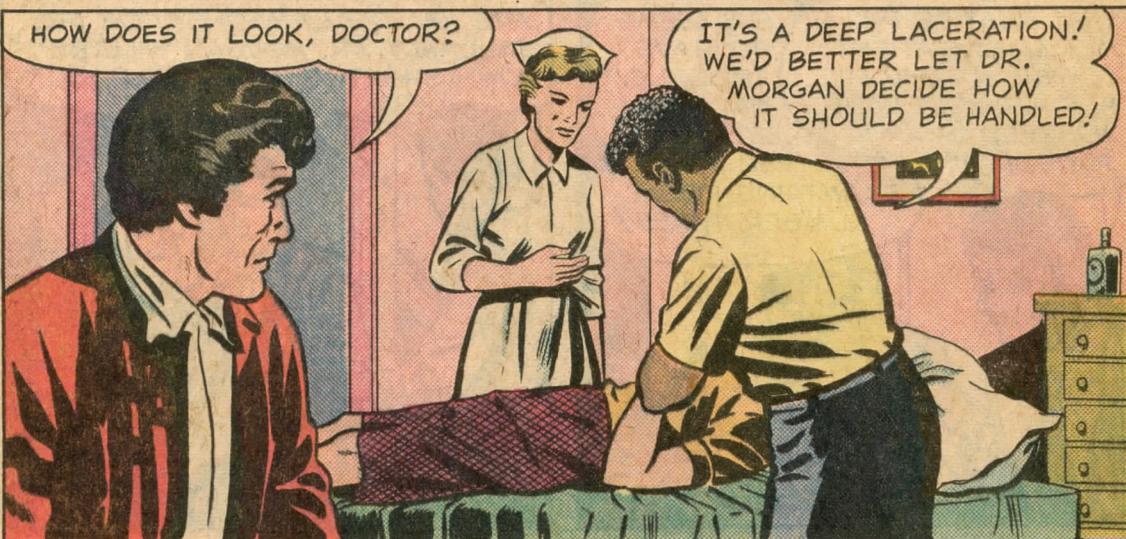
STOP YELLIN' AT ME, KENNY!



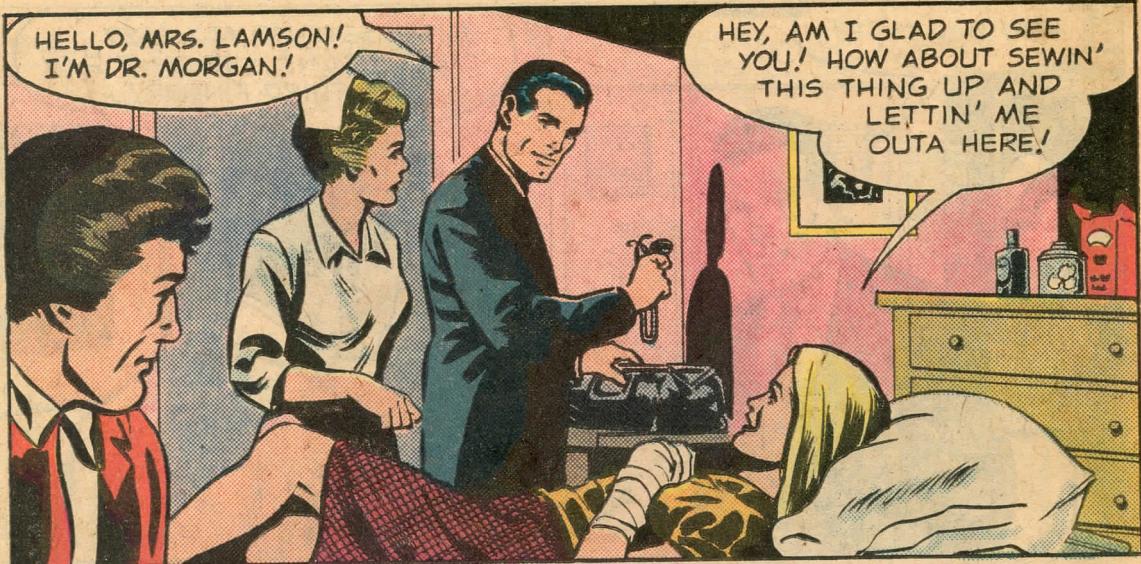
I CAN'T HELP IT... SEEING YOU LIKE THIS! YOU WOULDN'T HAVE CUT YOUR HAND IF YOU AND YOUR GIRLFRIENDS HADN'T BEEN DRINKING!

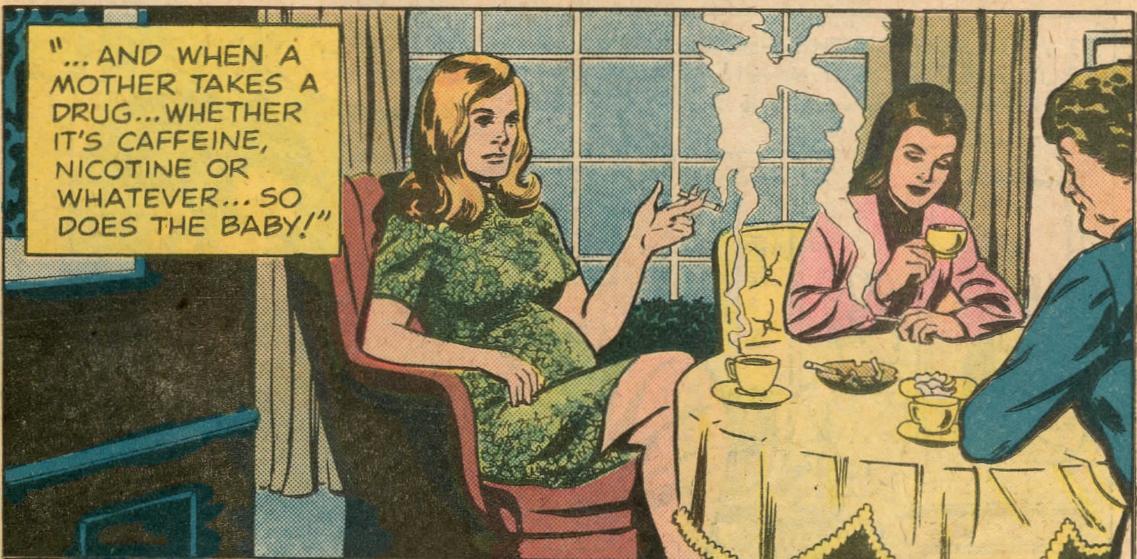
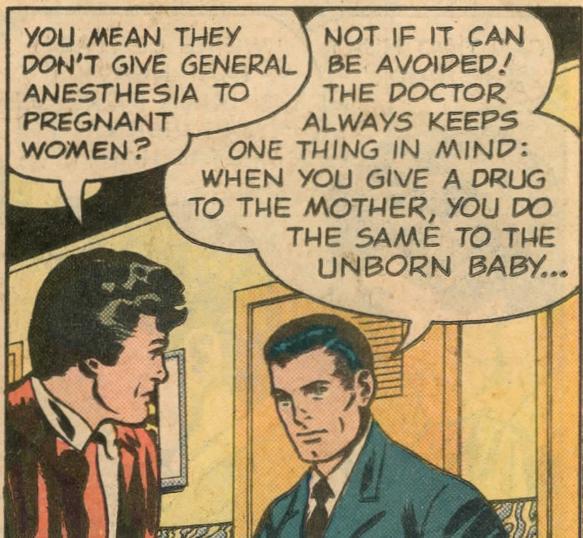
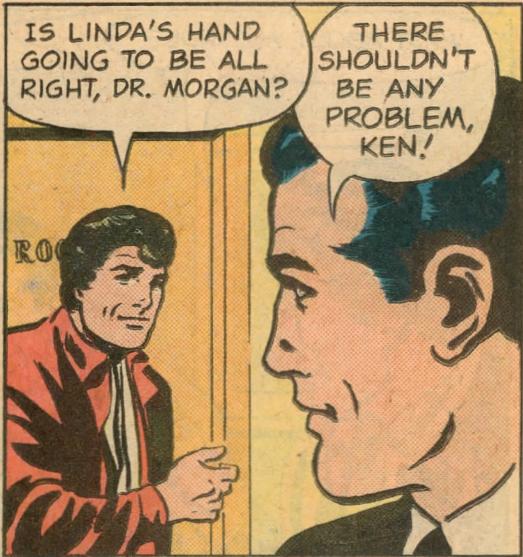












WHAT ABOUT ALCOHOL?

THE SAME IS TRUE OF BEER,
WINE OR LIQUOR! IT NOT
ONLY GOES INTO THE
BLOODSTREAM OF THE MOTHER
BUT THE UNBORN CHILD
AS WELL!



CAN THAT HURT
THE BABY?

WE'RE CERTAIN
THAT HEAVY
DRINKING INCREASES
THE RISK OF
FETAL HARM!

THIS DAMAGE CAN BE BOTH
PHYSICAL AND MENTAL! MOST
SEVERE IS WHAT WE NOW CALL
THE **FETAL ALCOHOL
SYNDROME!**



I'VE HEARD OF THE FETAL ALCOHOL SYNDROME...
BUT THAT'S ONLY WHEN A WOMAN DRINKS A LOT,
ISN'T IT... WHEN SHE'S AN ALCOHOLIC?





DO THEY REALLY HAVE PROOF
OF THOSE CLAIMS ABOUT ALCOHOL
AND BIRTH DEFECTS?

BEYOND ALL DOUBT! BUT THAT
DOESN'T MEAN THAT A DEFECT
WILL OCCUR IN EVERY CASE OF
ALCOHOL USE OR ABUSE!



WHAT ARE SOME OF
THE DEFECTS WHICH
MIGHT OCCUR?

THE CHIEF MENTAL
DEFECT, OF COURSE, IS
RETARDATION... BELOW
NORMAL INTELLIGENCE
AND A SLOWER THAN
NORMAL LEARNING
ABILITY!



THIS RETARDATION,
OFTEN EXTREME,
IS PERMANENT,
KEN!

THE PHYSICAL EFFECTS OF THE
FETAL ALCOHOL SYNDROME
CAN ALSO BE QUITE
PRONOUNCED!!



AT BIRTH, BABIES WITH **FETAL ALCOHOL SYNDROME** ARE SMALLER AND OFTEN REQUIRE SPECIAL CARE!



FACIAL FEATURES ARE NOT NORMAL...AND THESE INFANTS OFTEN LOOK **MORE LIKE EACH OTHER THAN THEY DO THEIR OWN FAMILIES!** HEART, BONE AND GENITAL DEFECTS ARE COMMON!



DR. MACFARLAND JUST CAME IN A FEW MINUTES AGO, DR. MORGAN! HE'S ON FOUR EAST IF YOU'D LIKE TO SEE HIM!



BY THE WAY, DR. BALLARD... KEN AND I HAVE BEEN TALKING ABOUT HIS WIFE'S PREGNANCY! AS A NEW FATHER YOURSELF, I'M SURE YOU CAN GIVE HIM SOME WORTHWHILE ADVICE!

BE GLAD TO! I'M NOW AN AUTHORITY!



I'D LIKE TO ASK YOU AN IMPORTANT QUESTION, MR. LAMSON! HAS YOUR WIFE BEEN SEEN BY A DOCTOR OR GONE TO A MATERNITY CLINIC SINCE DISCOVERING SHE IS PREGNANT?

NOT YET! WE FIGURED THERE WAS PLENTY OF TIME...

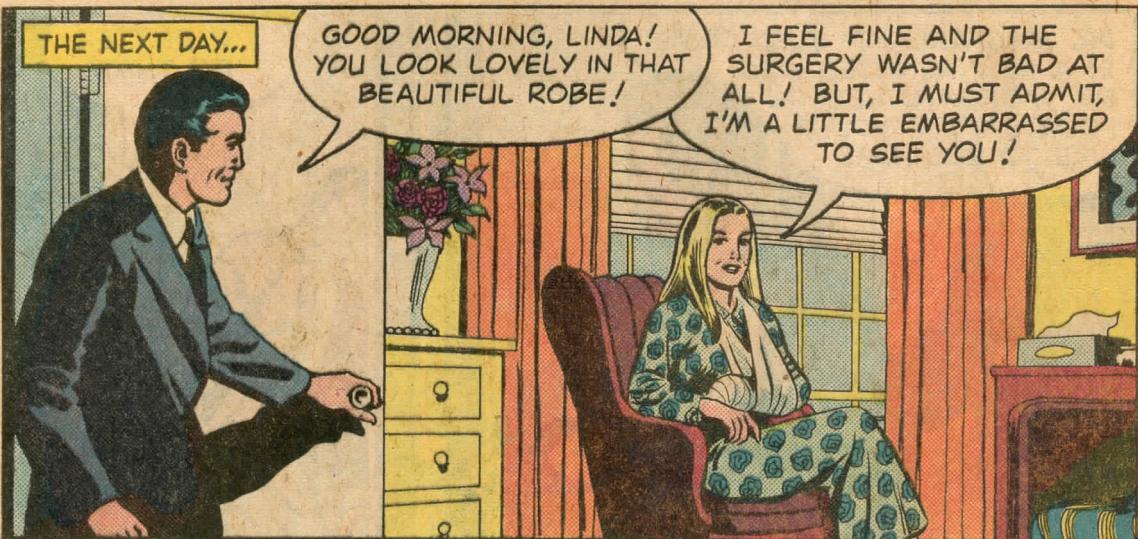
DON'T WAIT! THE DOCTOR CAN GIVE A LOT OF GOOD ADVICE TO YOU AND YOUR WIFE ON HOW TO DEAL WITH THE PREGNANCY! YOU OWE IT TO YOURSELVES... AND THE CHILD!



THE NEXT DAY...

GOOD MORNING, LINDA! YOU LOOK LOVELY IN THAT BEAUTIFUL ROBE!

I FEEL FINE AND THE SURGERY WASN'T BAD AT ALL! BUT, I MUST ADMIT, I'M A LITTLE EMBARRASSED TO SEE YOU!



KENNY WAS HERE... JUST LEFT FOR WORK A FEW MINUTES AGO! HE TOLD ME ALL ABOUT HIS TALKS WITH YOU AND DR. BALLARD ABOUT PREGNANCY AND DRINKING!



UNTIL KENNY TOLD ME DIFFERENTLY,
I THOUGHT THAT ONLY WOMEN WHO
DRINK HEAVILY RUN THE RISK OF
HAVING BABIES WITH
BIRTH DEFECTS!



AS I TOLD KENNY YESTERDAY, WE
DON'T KNOW WHAT
THE SAFE LEVEL
OF DRINKING IS!

WELL, I'VE
MADE A
DECISION!



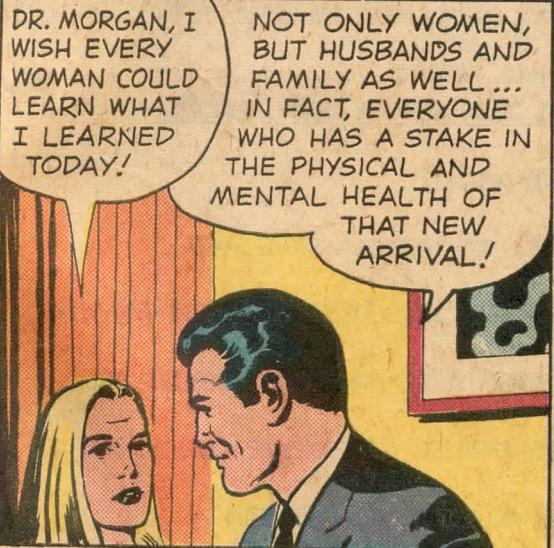
I'VE ALREADY CALLED FOR
A DOCTOR'S APPOINTMENT...
TO LEARN ALL THAT I
CAN ABOUT GOOD
PRENATAL CARE!

THAT'S A WISE DECISION, LINDA... BECAUSE
I KNOW THAT YOU AND KEN WANT TO
GIVE YOUR BABY THE BEST POSSIBLE
START IN LIFE!



DR. MORGAN, I
WISH EVERY
WOMAN COULD
LEARN WHAT
I LEARNED
TODAY!

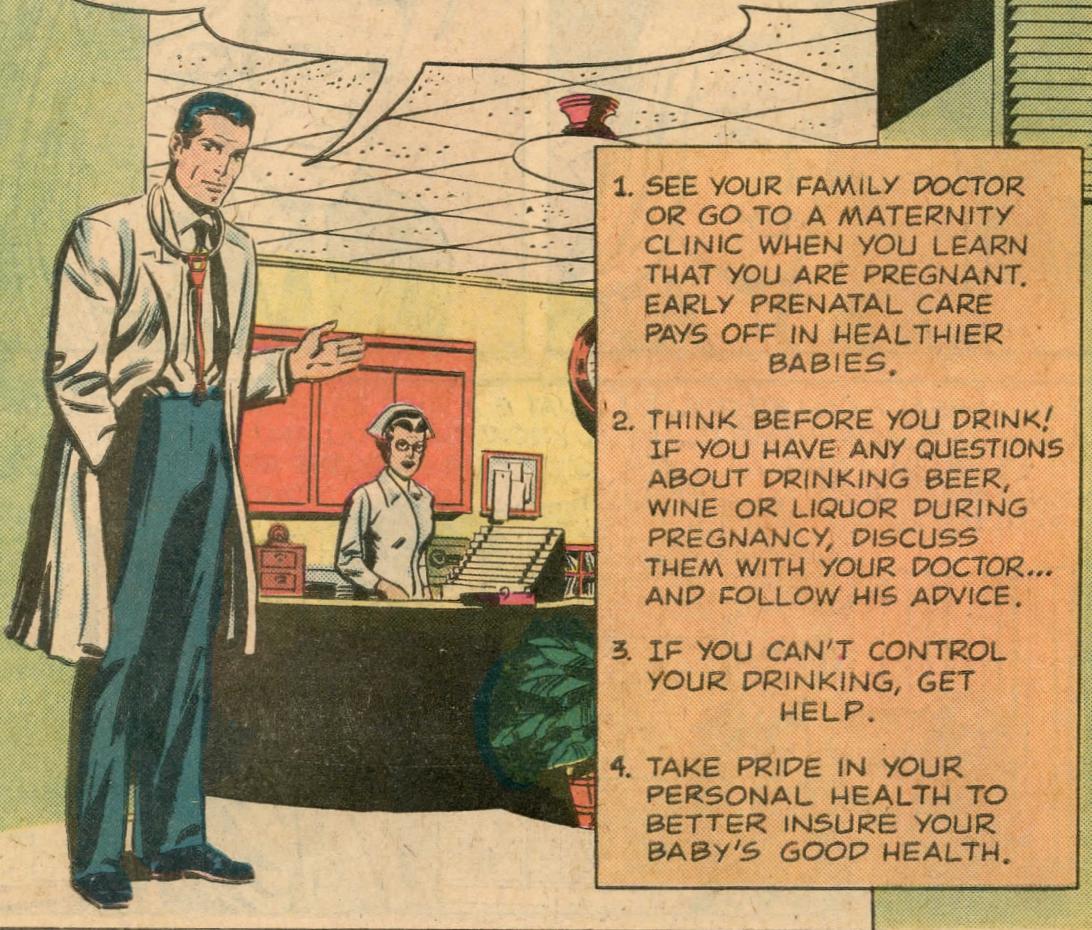
NOT ONLY WOMEN,
BUT HUSBANDS AND
FAMILY AS WELL...
IN FACT, EVERYONE
WHO HAS A STAKE IN
THE PHYSICAL AND
MENTAL HEALTH OF
THAT NEW
ARRIVAL!



A WOMAN SHOULD REMEMBER
ONE THING! **THE WOMB THAT**
YOUR BABY GROWS IN FOR
NINE MONTHS BEFORE BIRTH
CAN BE MORE IMPORTANT
THAN ANY OTHER
HOME YOUR CHILD
WILL LIVE IN
DURING ITS
LIFETIME!



FETAL ALCOHOL SYNDROME IS THE MOST SEVERE FORM OF ALCOHOL DAMAGE TO THE FETUS... AND IT IS THE THIRD MOST COMMON BIRTH DEFECT WITH MENTAL RETARDATION! HERE'S SOME PRACTICAL ADVICE ON HOW TO GIVE YOUR BABY THE BEST CHANCE FOR A HEALTHY START IN LIFE!



1. SEE YOUR FAMILY DOCTOR OR GO TO A MATERNITY CLINIC WHEN YOU LEARN THAT YOU ARE PREGNANT. EARLY PRENATAL CARE PAYS OFF IN HEALTHIER BABIES.
2. THINK BEFORE YOU DRINK! IF YOU HAVE ANY QUESTIONS ABOUT DRINKING BEER, WINE OR LIQUOR DURING PREGNANCY, DISCUSS THEM WITH YOUR DOCTOR... AND FOLLOW HIS ADVICE.
3. IF YOU CAN'T CONTROL YOUR DRINKING, GET HELP.
4. TAKE PRIDE IN YOUR PERSONAL HEALTH TO BETTER INSURE YOUR BABY'S GOOD HEALTH.

FOR ADDITIONAL COPIES AND MORE INFORMATION,

WRITE:

NATIONAL CLEARINGHOUSE FOR ALCOHOL INFORMATION (NCALI)

DEPT. ATF -FAS, P.O. 2345

ROCKVILLE, MARYLAND 20852

OR PHONE YOUR BUREAU OF ALCOHOL, TOBACCO AND FIREARMS (BATF) REGIONAL OFFICE, TOLL FREE:

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INDIANA, KENTUCKY, MICHIGAN, AND WEST VIRGINIA - 800-543-1932

MID-ATLANTIC REGION: PENNSYLVANIA - 800-462-0434

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